

3-1978

## The Texas Press and the New Deal Train

Frank J. Krompak

Follow this and additional works at: <http://scholarworks.sfasu.edu/ethj>



Part of the [United States History Commons](#)

Tell us how this article helped you.

---

### Recommended Citation

Krompak, Frank J. (1978) "The Texas Press and the New Deal Train," *East Texas Historical Journal*: Vol. 16: Iss. 1, Article 9.  
Available at: <http://scholarworks.sfasu.edu/ethj/vol16/iss1/9>

This Article is brought to you for free and open access by SFA ScholarWorks. It has been accepted for inclusion in East Texas Historical Journal by an authorized administrator of SFA ScholarWorks. For more information, please contact [cdsscholarworks@sfasu.edu](mailto:cdsscholarworks@sfasu.edu).

## THE TEXAS PRESS AND THE NEW DEAL TRAIN

by Frank J. Krompak

Among the industries in America struggling to survive the Great Depression was the press. The press, like other businesses, faced insolvency and bankruptcy in the 1930s because of declining income. Advertising revenues in the nation's newspapers dropped precipitously after 1929, reaching bottom in 1933. Without the income usually provided by advertising, a paper could not support itself by the selling price of the paper alone.<sup>1</sup>

The experiences of the Texas press in the depression generally paralleled those of the nation's press. Texan editors and publishers witnessed layoffs of their employees, some bankruptcies, loss of circulation and a lack of confidence of advertising by businessmen. Businessmen in Texas and elsewhere seemed to regard advertising as a frill or needless expense which ought to be cut back in a period of economic stress.<sup>2</sup>

While many felt powerless to do anything about the depression, a number of Texas newspapermen decided to act on their own to restore a climate of confidence among businessmen. In early 1934, a small group of newsmen, with some advice and assistance from friends in the business community throughout Texas, planned to resurrect a venture which had been tried successfully five years earlier in prosperous times. In 1929 publishers and merchants joined to promote a stunt of colossal proportions—the launching of a train to tour the Eastern United States to seek a larger share of the investment market for Texas. Carloads of Texas men of consequence left the State aboard a streamliner to advertise Texas and help “reestablish the confidence of Eastern investors in Texas bonds and securities.”<sup>3</sup>

Texas civic, political, business and newspaper leaders asked Lowry Martin, owner of the *Corsicana Daily Sun*, to organize the “All Texas Goodwill Tour.” The organizers of the trip used public relations gimmicks to insure maximum publicity for the venture. A special airplane, owned by the *Corsicana Daily Sun*, heralded the arrival of the train in each city by dropping a “bomb” over the business section. The “bomb” exploded and ejected a Texas flag which parachuted into the town's center.<sup>4</sup>

The ebullience of Texans about business and investment which was manifest in the “All Texas Goodwill Tour” of 1929 vanished rapidly once the depression had settled in. Banks and businesses failed on a large scale, farmers abandoned their land, unemployment increased and bread lines appeared. Although Texans shared in the miseries of all Americans, the depression in the State was somewhat milder because Texas was dependent on agriculture and there was an oil boom in East Texas after 1931. A survey by the Associated Press in 15 cities in early 1934 found that the worst of the depression had probably passed and a slow recovery had begun.<sup>5</sup>

Perhaps the signs of recovery, modest though they were, were sufficient to rekindle the enthusiasm of 1929 when the “All Texas Goodwill Tour” was launched. The tour's organizer, Lowry Martin, proposed that the time was right in the Spring of 1934 to send off another special train. This time the plan was even bolder—Texans would get the President of the United States himself

---

Frank J. Krompak is an assistant professor of journalism at Franklin College in Franklin, Indiana. The present article expands an episode mentioned in his dissertation, *Socioeconomic Influences Affecting Texas Press in the Great Depression*.

to help promote Texas. The ostensible reason for the new venture was to congratulate President Franklin D. Roosevelt and demonstrate thanks for the New Deal. But promotional literature for the tour suggested that the sponsors had motives similar to those who sponsored the 1929 train. The plan was to send a train carrying passengers and freight from Texas to the Eastern cities on a pilgrimage to advertise Texas. The train's organizers wanted Eastern advertising money channeled into the State's newspapers. If the same response, as in the earlier trip, resulted in increased investment in Texas, dollars might be expected to flow to Texas newspapers in the form of increased expenditures for advertising. The cover of the Texas Press Association's *Messenger* a month before the scheduled April, 1934, departure said, "Texas newspapers have thousands of lines open for the foreign advertisers' use. One of the objects of the press, working for this train, is to carry facts of our revived purchasing power to those who purchase."<sup>6</sup>

Lowry Martin, working with associates Sam P. Harben and Ray H. Nichols of the Texas Press Association, made detailed arrangements for the trip in the Spring of 1934. Many elements of Texas life were coordinated to promote the tour: the State government, including the Texas legislature and Gov. Miriam A. Ferguson; regional chambers of commerce; daily and weekly newspapers; The University of Texas; Texas A&M, the MKT Railroad (the "Katy"), members of the Texas delegation in Congress and an organization known as Progressive Texans, Inc.<sup>7</sup>

The Texas Press Association christened the venture The Texas Press Full-House Special, The New Deal Train. In its February, 1934, issue the TPA *Messenger* proclaimed "All Aboard!" on its cover. The trip was touted as a "comet originating at Austin, and hurtling through space to Kansas City, to St. Louis, to Chicago, to Washington, and on to Baltimore, Philadelphia and New York City." The train was to utilize the best equipment that the "Katy" could provide; a "De Luxe train with all-steel modern compartments, drawing room, dining car, lounge car and club car equipment." More than 700 invitations were mailed out to publishers, manufacturers, professional and businessmen over the State, but the railroad placed a limit of 200 as the maximum number possible on the trip.<sup>8</sup>

As the date for departure approached (April 12, 1934), the efforts of many Texans and organizations increased. The Research Departments of the University of Texas, Texas Technological College and Texas A&M College were busy assembling information on Texas business, industry and agriculture for distribution to non-Texans. Progressive Texans, Inc. was gathering a carload of Texas products to present to President Roosevelt and his wife. Lowry Martin flew to Washington in late March to complete preparations. The Texas delegation in Congress was busy arranging the Washington segment of the tour. U.S. Senators Morris Sheppard and Tom Connally eagerly anticipated the arrival of the delegation in messages to *The Texas Weekly*. Vice-president John Nance Garner and Jesse H. Jones (chairman of the Reconstruction Finance Corporation), two of the most prominent Texans in the New Deal, helped to coordinate a visit between the Texans and the President. When Jones told the President about the planned pilgrimage, Roosevelt said that he would waive customary protocol and eat lunch with the Texans aboard their train when it arrived in Union Station.<sup>9</sup>

Gov. Miriam A. Ferguson made an official endorsement of the Full House Special. The Texas Senate and House of Representatives passed a concurrent resolution approving the venture. The resolution said in part:

Whereas, we have in President Franklin Delano Roosevelt a Chief Executive whose every effort is being devoted to a return of prosperity; and whereas, Texas is returning to a state of prosperity as contemplated in the President's program; and whereas, the Press of Texas has seen fit to sponsor the Texas Press "Full-House" Special, the New Deal Train, that will visit Washington, D.C., and other major cities of the North and East to carry our message of returning prosperity to the seat of the Federal Government and to industrial and financial centers, thus affording an opportunity on the part of our citizens to renew financial and commercial connections for our State.

The resolutions from the Governor, the legislature, the press, the Texas Centennial Commission and travelers aboard the train were printed on parchment to be presented to the President and First Lady. Each of the documents was wrapped in a silk Texas flag. Three more flags were fabricated especially for the excursion—a Texas flag printed on Texas cowhide, an American flag printed on Texas sheepskin and an NRA (Blue Eagle) flag printed on Texas-made cotton cloth.<sup>10</sup>

In early April, 1934, with the launching of the "Full House" Special only a few days away, *The Texas Weekly* published a special edition for the first time in its history. The *Weekly* noted that the occasion justified the extra issue. Peter Molyneaux, editor and publisher, planned the issue as a textbook for the travelers on selling Texas to the nation. The contents included instructions on How To Talk About Texas, Texans Are Prominent in New Deal, Texas Banks in Sound Condition, and a series of promotional articles touting South, East and West Texas. Molyneaux did not regard the trip as a publicity stunt or an advertising man's scheme. He asked his readers to understand why Texans were talking of progress and development with a depression still prevailing:

These may seem strange words at a time when men are talking about a 'planned economy,' when the idea of regimentation of the American people and controlled and rigidly limited production is seriously considered in high places, and when otherwise conservative persons gravely debate whether the country is going toward communism or fascism. And yet they are words which come naturally to the tongue in Texas, now that the mood of depression is passing. For progress and development are normal in Texas, and the return of normality to Texans must mean the resumption of progress and development. This is not said in any hip hurrah or chamber of commerce spirit.<sup>11</sup>

On the day of the departure, Thursday, April 12, the *Dallas Morning News* editorially bade the group *bon voyage*. The editorial said the train was visible evidence that the State had fared well under the New Deal and endorsed it. Tour members began arriving at the Adolphus Hotel in Dallas later that day. A complimentary dinner, furnished by hotel manager Otto Schubert, was the first occasion for many of the travelers to meet. After the dinner, the group met to discuss the journey and then left the hotel to aboard the train. Shortly after 11 p.m. the sleek train pulled out of Dallas. The streamliner flew three large flags on the front of its engine; the American flag in the center, flanked by the Texas flag on the right and the NRA flag on the left. A large electric sign graced the platform of the observation car at the rear of the train. The sign, glittering day and night, proclaimed: "Texas Press 'Full-House' Special, The New Deal Train."<sup>12</sup>

The initial routing of the excursion was on the "Katy" rails, at least through Kansas City, Kansas. The New Deal Train arrived at Kansas City the next morning and was greeted by a special committee from the city and the Chamber of Commerce. Delegates were escorted to the Hotel Muehleback, fed, and taken on a tour of the city. Some of the delegation visited the *Kansas City Star*. Walter Cline, chairman of the tour, arranged to have a prominent Texan speak on an appropriate topic at each stop. In Kansas City he introduced a speaker who told a luncheon audience about the livestock industry of Texas.

By the time the train arrived at its second stop in St. Louis, Saturday, April 14, most of the 120 travelers were well-acquainted. Again the train was met by city officials and the Chamber of Commerce. The travelers were treated to a tour of St. Louis but particularly enjoyed the parks because the riders got their first opportunity in two days to get some exercise. Highlight of the St. Louis visit was an elaborate dinner given by August A. Busch, Jr., of the Anheuser-Busch Brewing Company. Earlier, at a luncheon for St. Louis businessmen, State Sen. Tom Holbrook of Galveston, from Walter Cline's stable of speakers, delivered a speech which was given prominence in the Texas press. Holbrook said:

We are here to tell St. Louis, Missouri, and the world that Texas has overcome the depression. We have emerged stronger and fitter than ever to go forward. We want to sell you our state. We want you to do business down our way. We have the money. We have the products. We have the customers.

We believe the New Deal is helping. We don't believe, however, that the New Deal means Communism or revolution. We believe it is a constitutional New Deal.

Among the last activities in St. Louis was a tour of the publishing plant of the *St. Louis Globe-Democrat* and a baseball game.<sup>13</sup>

The Texas Press Special arrived in Chicago Sunday morning and the guests were promptly whisked away in style. The Ford Motor Company provided the entire delegation with a fleet of new 1934 V8 Ford cars, each with a chauffeur. An escort of three motorcycle police guided the caravan along Chicago's lake shore section. The morning tour was followed by dinner at the Medina Shrine Club. The evening was left open for the party to taste Chicago's night life. The *Chicago Daily Tribune* kept its readers informed about the Texans during their two-and-a-half-day stay. Monday's *Tribune* contained a photo of the delegation standing in front of the Tribune Tower while a policeman pointed out to them the Alamo Stone in the building. The day's activities included another speedy jaunt in the Ford V8's. The fleet took the delegates to the Century of Progress Exposition of 1934 and then sped them to the Ford Motor Co. plant at more than 80 miles an hour. The evening highlight was a banquet with prominent Chicago businessmen and politicians. Rufus Dawes, president of the Exposition, presided at the dinner, which was the occasion for a speech by Dallas banker R.L. Thornton. Thornton told Chicagoans that "we are not going to starve our way out of the Depression down in Texas. We are going to buy our way out."<sup>14</sup>

The Texans resumed their journey eastward and arrived in Washington, D.C., for the climax of their tour. The "Full-House" Special reached the Capital at 11:30 Tuesday morning in a chilly drizzle. President Roosevelt, perhaps because of the inclement weather, did not meet the train as he had indicated earlier to Garner. Instead, the Vice-President and a number of "New

Deal" Texans greeted the 120 visitors at Union Station and escorted them in a parade down Pennsylvania Avenue to the White House. Charles Devall, a publisher and secretary for the NRA code authority for the graphic arts in Texas, and Dale Miller, a writer for *The Texas Weekly*, rode with Garner in his limousine.<sup>15</sup>

At the executive mansion President Roosevelt immediately received the Texans in his private office. "Everybody squeezed into the President's office" and was greeted with a full smile and enthusiastic "hello" by the President. Lowry Martin returned the greeting on behalf of the delegation and the people of Texas and handed Roosevelt a number of resolutions prepared earlier. Sam Harben, Secretary of the Texas Press Association, then spoke about the resolutions. He said, "Mr. President, these resolutions commending your splendid work are the sentiments of more than 800 Texas publishers and editors." Roosevelt then squeezed Harben's hand with a firm grasp, smiled, and said, "Mighty fine of you boys, Sam, mighty fine." The manager of the Progressive Texans, W.C. Edwards, then presented a bill of lading for the carload of Texas products to the President. After receiving a silk Texas flag, Roosevelt heartily thanked the group and began to describe the powerful role played by Texans in the New Deal. The President told the delegation that it was doing a fine thing, "I wish you could get around to every state of the Union—spending a year on the road selling Texas. You don't have to sell Texas to me."<sup>16</sup>

Charles Devall recalled Roosevelt's appearance and his demeanor toward the Texans:

Everybody on the train was introduced individually to the President. Mr. Jesse Jones introduced them. If he didn't know a name, he'd look at the badges; and the President had a word for each one of them. And then we all got around him. He looked real tanned, having just been fishing in the Bahamas. He had a nice little hot air with us—a few minutes, you know, everything's lovely about Texas.

Most of the men shook hands and said, "I'm honored, Mr. President," as each met the President. Joe Leonard, publisher of the *Gainesville Register*, however, had a speech rehearsed for the occasion and began it when he was introduced to Roosevelt. Devall gave this account of Leonard's speech-making:

He said, 'Mr. President, I'm Joe Leonard from Gainesville, Texas, the heart of the great agricultural region of North Texas, and a lot of manufacturers . . . ' He blew his speech and the President laughed and said, 'atta boy, Joe.'

Roosevelt told the delegation how Vice-President Garner ran the nation while he fished. The President said, "I hope next year to go down [to Texas] and try to prove out some of these fishing stories. John Garner compels me to stretch my imagination a bit, but he has taught me how to tell fish stories. I hope next year to be able to visit Texas and stay with John. I propose to make him prove those stories to me." Before the group left the President's office, he promised to hang the Texas flag in his private study. A member of the delegation from Houston, George Wilson, was so impressed by Roosevelt's warmth with the Texans that he wrote, "No individual or delegation could possibly have been more graciously received."<sup>17</sup>

That evening the Texans were guests at a reception in the National Press Club. The affair was attended by members of the cabinet, many government officials and newspaper men. The reception was followed shortly by a gala

dinner in the same location. Walter Cline delivered the principal address on behalf of the Texans. Jesse Jones was toastmaster, and entertainment was furnished by the U.S. Navy band and the Columbia Broadcasting System. More than 300 persons dined, including an impressive array of New Deal luminaries. They included Secretary of Agriculture Henry A. Wallace, Secretary of Commerce Daniel C. Roper, Postmaster General James A. Farley and Federal Relief Administrator Harry Hopkins.<sup>18</sup>

The party left Washington at noon Wednesday and arrived in Baltimore for a stay of only three hours. There they were met by a delegation from the Chamber of Commerce and taken on a sightseeing tour of the city. Then the mayor of Baltimore officially welcomed the Texans at a buffet luncheon. The group reached Philadelphia at six in the evening. Philadelphians provided the trippers from Texas with an enthusiastic reception. The hosts met the train and carried a huge Texas flag in front of the municipal band of Philadelphia through the city's streets. The Texans followed the band four abreast to a banquet hall where the mayor presided as toastmaster.<sup>19</sup>

The next and final place of interest to the visitors was New York City. The New Deal Train pulled into Pennsylvania Station at 10 a.m. and the group was immediately escorted to the Hotel Governor Clinton, where a luncheon reception honored the Texans. Colorful and loquacious Mayor Fiorello LaGuardia presided. The welcoming address by His Honor was broadcast throughout the country on the NBC radio network. The Mayor, who frequently attended several luncheons in a single day, usually ate no food and departed after a few remarks. On this occasion, however, the Little Flower stayed to eat. *The New York Times'* coverage of the visit was written in a light vein and given to stereo-typing of Texans:

Eighty-four Texans blew into town yesterday morning on the 'Texas Press Full House - New Deal Special' for a last roundup after a week's prosperity tour through the North.

The group included newspaper, oil, cattle and other business men, but there was not a 'ten-gallon' hat among them. Virtually every man had a tuxedo in his bag.

'We want to show you Yankees that we're civilized,' one man drawled with a smile.

What the party lacked in traditional accoutrements, however, it made up in spirit. The mayor received such a noisy greeting that one New Yorker remarked, 'That's more than his own citizens give him.' When he referred to Representative W. Sumners of Dallas as 'one of the finest statesmen in the country,' a fervent 'You said it, brother,' came from one table.

Lowry Martin gave the principal address at the luncheon, inviting New Yorkers to visit the Lone Star State during the Texas Centennial in 1936. After the luncheon the tour officially disbanded and the Texans were free to return home immediately or stay a few more days in New York until their return tickets expired.<sup>20</sup>

Many of the travelers were sorry that the tour was over and expressed the wish that the experience be repeated in the Centennial year. A tour member, E. Paulette, reminisced about the good times and friendship aboard the train. He wrote that nearly everyone aboard enjoyed "dignified Christian fun" throughout the trip. He suggested that "some of this fun was 'so dignified and so Christian like' that we cannot make mention of it in these columns." At

stops where night clubbing was enjoyed, such as Chicago and Philadelphia, the train was missed the following morning. Paulette wrote:

The one party who missed the train in Chicago finally caught up with the party in New York, and those who missed the train in Philadelphia, did so by choice, wishing to linger in the 'friendly city' and it was very friendly, a little longer.

Perhaps the reason for the missed train in Philadelphia was a special midnight show at the Bijou Theater for the entire delegation. Describing this event later, one tripper reported, "details of which will not be given here." The travelers were also amused by the confusion caused by the train's passing through time zones. Paulette also noted this:

On the run from Chicago to Washington time was moving backward one hour. The hour hand was moved backward and it was really early when the 'trippers' arose in the coal country. Joe Leonard of the *Gainesville Register* spent an hour trying to figure out just exactly what time it was. Jimmie Record of the *Fort Worth Star-Telegram* was one of the few men aboard the train who was not bothered by the movement backward for Jimmie went to bed by Texas time and arose accordingly.<sup>21</sup>

Texans back home were kept posted about the progress of the trip by special correspondents' reports from the train and by Associated Press and United Press wire dispatches. The story, carried usually on the inside pages for the early part of the journey, moved up to page one when the party met with President Roosevelt. The story of the pilgrimage vied for newspaper space with other stories of interest to Texans: accounts of Clyde Barrow and girlfriend Bonnie's escapades in Texas, the search for John Dillinger (rumored to be hiding out in Houston), Dr. Wirt's charges that Mrs. Roosevelt was a red, and the sudden firing of the State's relief administrator. Coverage outside of Texas was impressive. In addition to accounts of the trip in the press of the cities visited, there were stories of the journey from such diverse places as Middletown, Connecticut, and New Orleans, Louisiana. The *New Orleans Tribune* congratulated the Texans for "making a large noise in the darkness" and added that "their bravery is admirable." Reaction to the trip and reflection about its accomplishments continued for several weeks after the tour disbanded. Austin Callan, writing in the *Texas Press Messenger*, said that the trip proved that Texas newspapers were now a power. He noted that now "we have a commercial rating, an influence that is respected, a dignified place in the sun."<sup>22</sup>

Aware that the role of the State's press in such a venture might be misunderstood, *The Texas Weekly* explained the sponsorship to its readers on the eve of the departure:

Texas newspapers were among the most active leaders in their spheres of influence of any of the country. A number of significant factors contribute to this activity. In the first place, Texas publishes more newspapers, dailies and weeklies, than any other State. Secondly, the tremendous size of Texas produces a wide diversity of social and economic pursuits among various sections of the State; Thirdly, the remoteness of much of rural Texas from metropolitan centers has encouraged scores of country weeklies, free from competition of big dailies, to develop a healthy individuality that finds expression in programs such as the New Deal Train. Consequently, the Texas Press



'Full-House' Special, while being a project for strangers to Texas to Marvel at, is but characteristic of the group sponsoring it.<sup>23</sup>

By the Fall of 1934, the financial picture brightened for newspapers. Across the nation newspaper payrolls were up, advertising lineage improved and advertising departments of newspapers were hiring more help. While 1929 levels of prosperity had not yet been attained by the end of 1934, the depression was clearly over for newspapers after advertisers returned in greater numbers.<sup>24</sup>

It is not likely that a spectacle such as the New Deal Train improved the advertising picture for Texas newspapers to any appreciable extent. The trip might have been just a happy coincidence with the rise in advertising revenues in late 1934. What is significant about the venture, however, is that it was part of a larger effort among newspapers to survive the crisis by working together. Other joint efforts by the daily and weekly press included sponsorship of the Texas Centennial with the business community, closer cooperation of newspaper organizations with advertisers, promotion of Texas products in the newspapers and a sharing of advice through participation in professional organizations for newspapermen. The solidarity of weekly and daily newspaper, traditional rivals, working together on anti-depression measures, is especially noteworthy. The efforts of the Texas press were evidence that newspapermen could act collectively in a crisis to influence their own destiny rather than allow hand-wringing, complaining and fate to determine their future. Perhaps the self-confidence engendered by taking concrete steps against the depression was the most important result of the Texas press' experiences of the 1930s. The undertaking of a spectacle like the New Deal Train promoted hope when it was most needed.

## NOTES

<sup>1</sup>Plunging advertising revenues were depicted graphically in *Editor and Publisher*, Jan. 20, 1934.

<sup>2</sup>Paul J. Thompson, then a professor of journalism at The University of Texas at Austin, noted the reticence of businessmen to advertise in an address before the Austin Advertising Club, Aug. 28, 1931. Paul J. Thompson Papers, Box 3D140, The Barker Texas History Center, The University of Texas at Austin.

<sup>3</sup>*The Texas Press Messenger*, June, 1954. *The Texas Press Messenger* was the official organ of the Texas Press Association. It will be noted hereinafter as *The Messenger*.

<sup>4</sup>*Ibid.*

<sup>5</sup>Associated Press dispatch, *Fort Worth Star-Telegram*, April 11, 1934.

<sup>6</sup>*The Texas Weekly*, Feb. 10, 1934; *The Texas Weekly* noted that a 1927 junket by train (similar to the one in preparation) resulted in no less than 2,000 columns of favorable publicity for Texas—advertising which they claimed could not have been purchased for \$250,000, *Ibid.*; Special Souvenir Edition of *The Messenger*, dedicated to the Texas Full-House Special, March, 1934, cover; for the rationale for the tour see *The Messenger*, March and April, 1934. The term "foreign advertisers" refers to advertisers outside of Texas.

<sup>7</sup>Progressive Texans, Inc. was an organization supported by manufacturers and other business and professional leaders of the State and by the East Texas, West Texas,

and South Texas Chambers of Commerce. Its headquarters was in Dallas. See their advertisements in 1934 editions of *The Texas Weekly*.

<sup>8</sup>*The Messenger*, February, 1934. The Texas Press Association will be abbreviated hereinafter as TPA. Accounts vary as to the actual number of travelers, but most place the number between 120 and 125.

<sup>9</sup>*The Messenger*, February, 1934. The boxcar load of Texas paraphernalia must have been an impressive sight. *The Texas Weekly*, March 10, 31, lists its contents as: perfume, cheese, cotton mops, silver spurs, orchard products, steel stepladders, vegetable oil, dress shirts, grapefruit, boots, spinach, silk hose, pecans and saddles. *The Texas Weekly*, March 24, 1934; Sen. Tom Connally, in his telegram to the *Weekly*, noted the significance of the name given to the train: the "Full-House Special." Connally said, "... this pilgrimage will let the world know that Texas in truth enjoys a 'full house' of natural resources and the products of factory and field." *Ibid.*, April 7, 1934.

<sup>10</sup>*The Messenger*, March, 1934; Senate Concurrent Resolution No. 7, *Senate Journal*, 43rd Legislature Called Session (1934), 40-41; *The Texas Weekly*, March 31, 1934.

<sup>11</sup>*The Texas Weekly*, April 7, 1934.

<sup>12</sup>*Dallas Morning News*, April 12, 13, 1934; *The Messenger*, May, 1934. Charles Devall, a member of the traveling party, provided details of the train and the journey in an interview with the author, June 30, 1975. Devall was an important eye-witness to the meeting later between the delegation from Texas and President Roosevelt. Devall, now publisher of the *Kilgore News*, then published the Mount Vernon *Optic-Herald*, a small daily newspaper. He was also secretary of the NRA code authority for the graphic arts (printing and publishing) in Texas in 1934 and 1935. Devall recalled that the riders aboard the train were kept informed about tour events and the latest news by means of a mimeographed newspaper published aboard the train. It was called *The Blue Eagle*. Devall noted that the trip was one of the most spectacular events ever staged by Texans to promote their state. The man most responsible for carrying out the adventure was Lowry Martin, "a dynamic go-getter," Devall recalled.

<sup>13</sup>In Kansas City, one member of the group told the Associated Press jokingly that the real purpose of the trip was "to see what had become of John Nance Garner of Texas, the nation's vice-president." *Houston Post*, April 14, 1934; *The Messenger*, May, 1934; Holbrook's remarks about the New Deal not being Communist were given considerable prominence in the Texas press. His support for the New Deal came at a time when the New Deal detractor, Dr. William A. Wirt, was making headlines nationwide with his accusations of Communism against Rexford G. Tugwell (Assistant Secretary of Agriculture and New Deal planner) and the President's wife, Eleanor. *The Messenger*, May, 1934.

<sup>14</sup>*Chicago Daily Tribune*, April 16, 1934; the stone from the Alamo is in a particularly noticeable part of the structure, at eye-level near the entrance. *The Messenger*, May, 1934; *Austin American*, April 18, 1934, editorial.

<sup>15</sup>*The Texas Weekly*, April 21, 1934; Charles Devall, interview; Garner greeted the delegation and spent much time with the visitors even though his brother, Jolly Garner, had shot and killed himself in El Paso the previous Saturday (April 14). See *Houston Post*, April 18, 1934.

<sup>16</sup>Charles Devall, interview; *The Texas Weekly*, April 21, 1934; *The Messenger*, April, 1934.

<sup>17</sup>Devall, interview; *The Messenger*, April, 1934; *The New York Times*, April 18, 1934; *The Messenger*, May, 1934.

<sup>18</sup>*The Texas Weekly*, April 21, 1934.

<sup>19</sup>*Ibid.*

<sup>20</sup>*The Messenger*, May, 1934, and April, 1934; *The New York Times*, April 20, 1934. Harry Benge Crozier, a former staff writer for the *Dallas News*, replied to the *Times'* tongue-in-cheek reporting: "New York newspapers, true to the popular misconception that they love to indulge, remarked at the absence of 10-gallon hats and the prevalence of dinner coats. As children cling to fairies and fancies, New York newspapermen cling to their fancies of the great lone star state overrun with buffalo, longhorn cattle, and cowboys in rodeo attire, but New Yorkers learned a lot when the Full House Special came to town." See *The Messenger*, April, 1934.

<sup>21</sup>E. Paulette, "Echoes of the Special Train Trip," *The Messenger*, April, 1934; *Ibid.*

<sup>22</sup>Cited in *The Texas Weekly*, April 28, 1934; Austin Callan, "A New Day For the Press," *The Messenger*, May, 1934.

<sup>23</sup>*The Texas Weekly*, April 7, 1934.

<sup>24</sup>*Editor and Publisher*, Sept. 1, 1934; *Ibid.*, Jan. 20, 1934. Following the low point of 44.5 percent for advertising revenues in March, 1933, a "strong upswing" was noted by *Editor and Publisher*. The figures are compared to the last "prosperous" year, 1929, which represents 100 percent.